













The Washington State Liquor Control Board

Contact Us

Wednesday, November 30, 2005

MEDIA RELEASE

-  Home
-  Board Information
-  Alcohol Education
-  Forms & Publications
-  Tobacco Facts
-  Stores and Products
-  Contact Information
-  Licenses & Permits
-  Laws and Rules
-  Enforcement

## Washington Wine Month

### "Washington Wines...Not Just Another Pretty Grape"

August 8, 2005

**OLYMPIA** – Special displays, expanded Washington wine inventories and information about the many and varied wines produced in Washington are being featured in state liquor stores this month as part of the annual Washington Wine Month celebration established by the Washington Wine Commission.

The theme for this year's event is "Washington Wines...Not Just Another Pretty Grape." State stores participating in Washington Wine Month activities are offering wines from a list of 100 premier Washington wines, providing customers with great choices often at good value.

About 14,000 cases of wine have been added to store inventories for the month, said Steve Burnell, wine manager for the Liquor Control Board. More wine will be sold in August than in any other month except December. Each store participating in the event creates special wine displays featuring some of the 100 premier wines.

Customers visiting state stores are sure to find excellent wine values...and will get an opportunity to purchase some wines they might not normally have access to, Burnell said.

"The list of 100 featured wines includes many wines not normally carried in state stores," Burnell said. "The wines being featured also include best-selling brands from the state's major vintners." Normally, from 35 to 38 percent of the wine sold in state stores is Washington wine, Burnell said. During Washington Wine Month, 40 to 43 percent of wines sold are from Washington.

Burnell said the number of high-quality wines produced in Washington has been growing steadily as the state's national and international reputation as a top wine producer has grown. More than 30,000 acres of land are planted in wine grapes and the state has 375 licensed wineries.

An annual competition for the best wine display is held among the stores participating. In early September, a committee composed of store managers, assistant managers and clerks selects the top three store displays statewide.

<b>PLAINTIFF'S EXHIBIT</b>	
CASE NO.	<b>CV04-0360P</b>
EXHIBIT NO.	<b>246</b>

"We believe this is a great way to share the state's bountiful harvest of wine with our customers and to educate Washington residents about the depth and complexity of our state's wine industry," Burnell said.

For more information contact Bob Burdick at (360) 664-1774 or Steve Burnell, at (360) 664-1654.

####

[Premier Wine List](#)

[One-Time Wine List](#)



*For more information, please [contact Sharon Michael](#).*

---

[Board Information](#) | [Report Violator](#) | [Liquor Store](#) | [Product](#) | [Video](#)

---

PRIVACY NOTICE INFORMATION

Copyright © 1998-2003  
Washington State Liquor Control Board  
Please contact the [webmaster](#) with any questions.